



## JRC TECHNICAL REPORTS

# Cyber safety game and tools made of citizen's engagement

*Happy Onlife video*

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2018



**Cyber safety game and tools for kids  
made of citizens' engagement**



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Finally, we are grateful to everyone who contributed to the entire Happy Onlife project development and inspiration.

## **Authors**

The video is the result of a multidisciplinary work carried out by JRC researchers **Rosanna Di Gioia** and **Stéphane Chaudron**, *IT Application Architect* developer **William Peruggini** and *Graphical Designer* **Massimiliano Gusmini**.

## **Abstract**

Happy Onlife is a game and a toolkit targeting teenagers to develop digital safety and security competences (attitudes, skills and knowledge). The Happy Onlife toolkit has been made of citizens' engagement in its entire life-cycle. During dedicated workshops, students, teachers and parents were involved in each steps of the development of Happy Onlife tools: diagnostics of the needs, development, validation, assessment and adoption of resources.

In the frame of the **Citizens Engagement Festival** held on 23-24 October, 2018 at the Joint Research Centre (JRC) at the Ispra site, JRC E3 was asked to produce a 3-minute video **of the Happy Onlife selected project of engagement**. This video shows three main phases of citizens' engagement that can be summarised as follows: (1) Phase 1 – Concept & Development of the Happy Onlife tools; (2) Phase 2 – The Happy Onlife toolkit as paper-box, digital game as App and Web version; (3) Phase 3 Adoption by citizens and future valorization. To document the citizens' engagement in the entire life-cycle of the project, each phase is firstly introduced by a brief description and then illustrated by pictures linked to word-tags. The aim of this video was to showcase how citizen engagement can change knowledge production and development of tools within the policy cycle as alternative to the traditional methods.

## 1 Introduction

The EC communication on “Better regulation for better results – An EU Agenda” (COM (2015)215) [1] calls for openness, scrutiny, deeper and more effective stakeholder consultation, new forms of engagement and reviewing policies that affect all of us.

In the frame of the **Citizens Engagement Festival** held on 23-24 October, 2018 at the Joint Research Centre (JRC) of the Ispra site, JRC E3 Cyber and Digital Citizens’ Security Unit was asked to produce a 3-minute video **of the Happy Onlife selected project of engagement**, which was displayed during the festival on iPads and later made available on the CoP Connected page<sup>1</sup>. The festival was the official launch event of the JRC Community of Practice (CoP) on Citizen Engagement by DDG Charlina Vitcheva. This festival is part of *The Engage Project*<sup>2</sup>, whose aim includes the launch and maintenance of a Community of Practice (CoP) on Citizen Engagement at the JRC, initially involving JRC colleagues, but gradually extending to other EC services and networks outside European Institutions.

Happy Onlife toolkit contributed to Deliverable 2 “Empowering Children Rights by way of Education” of the JRC institutional project E-CIT “Empowering Citizens’ Rights in emerging Information and Communication Technology”. Since 2011 JRC researchers have been investigating the risks and opportunities to children in the digital age to support the EU Agenda for the Rights of the Child and the European Strategy for a Better Internet for Children [2]. To support these actions, JRC Cyber and Digital Citizens’ Security Unit, arranged the research not only in collaboration with interdisciplinary researchers and social scientists but also by giving children and young people more active and participative roles. This approach allowed engagement and empowerment through **innovative research methods** for **participatory research** on children online and digital safety matters.

Thanks to a large number of workshops organised during the research process, it emerged that despite the wide range of offline and online resources and cyber-safety initiatives in the European Union there was an urgent need for teaching aids in cybersecurity/online safety/data protection awareness, digital literacy and skill development to be brought to the attention of teachers, educators and parents as **“ready-for-use”** resources. The main outcome of this participatory and user-centred research is Happy Onlife as a toolkit, including a game, for children, parents and teachers, aimed at raising awareness of the risks and opportunities of internet and promoting the best online practices.

This video production exercise allowed the team to revisit in a creative and original way all the steps that characterise the **citizen’s engagement in the Happy Onlife life cycle**. The basic idea was to attract the attention of the participants to the festival in a captivating manner and in some way to promote Happy Onlife as an example of citizen engagement. After presenting the three main phases, the video greets the video-listener with a message that wants to induce him/her to create his/her own project and to draw inspiration from what was shown. With a wordplay, the last sentence clearly states *“It’s your turn!”* as it is mentioned in the game play of the Happy Onlife digital version.

All in all, the aim of this video creation was to showcase how citizen engagement can change knowledge production and development of tools within the policy cycle as alternative to the traditional methods.

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<sup>1</sup> <https://connected.cnect.cec.eu.int/groups/jrc-community-of-practice-on-citizen-engagement>

The video is also available at this link: <https://jrbox.jrc.ec.europa.eu/index.php/apps/files/?dir=/HolTeaser&fileid=3189319>

<sup>2</sup> <https://connected.cnect.cec.eu.int/groups/engage>

## 2 Happy Onlife as tool made of citizen's engagement

Happy Onlife [3] [4] is a game and a toolkit targeting teenagers to develop digital safety and security competences (attitudes, skills and knowledge) [5]. Happy Onlife development has seen the involvement of citizens in its entire life-cycle.

In the frame of *The Engage Project* and the Happy Onlife was chosen as project of engagement.

To document the citizens' engagement in the project process a video has been produced, each phase is firstly introduced by a brief description and then illustrated by pictures linked to word-tags.

The video is made of three main phases that can be summarised as follows:

1. PHASE 1 – CONCEPT & DEVELOPMENT
2. PHASE 2 – HAPPY ONLIFE TOOLKIT
3. PHASE 3 - ADOPTION AND WHAT'S NEXT?

### 2.1 What is Happy Onlife?

Happy Onlife<sup>3</sup> is a toolkit, including a game, for children, parents and teachers, aimed at raising awareness of the risks and opportunities of internet and promoting the best online practices. The game and toolkit are proposed as work in progress to be extended with the contributions of all stakeholders applying innovative research methods for formal, informal and participatory education in the use of digital technologies with children aged between 8 and 12.

Happy Onlife promote citizen engagement, mediation, dialogue, digital competences enhancement especially regarding privacy, online safety, netiquette and digital identity management.



Figure 1. Happy Onlife toolkit

<sup>3</sup> [https://web.jrc.ec.europa.eu/happyonlife/index\\_en.html](https://web.jrc.ec.europa.eu/happyonlife/index_en.html)

## 2.2 Behind the video

### 2.2.1 Phase 1 – Concept & Development

This first part of the video gathers pictures and word-tags summarising the entire **life-cycle** of Happy Onlife.

The word tags chosen for this phase are the following:

1. ONLINE SAFETY
2. DIGITAL COMPETENCES
3. LIFE-CYCLE
4. DEVELOPMENT
5. VALIDATION
6. ASSESSMENT
7. ADOPTION
8. EMPOWERMENT

The aim is **online safety** acquired through informal education and **digital competences** enhancement. Listening to citizens' needs, ideas and concerns allowed the **development** of citizen engagement artefacts. Happy Onlife resources were **validated** during dedicated workshop arranged in formal and informal educational settings. In addition, students, teachers and parents contributed to **assess** the effectiveness of Happy Onlife tools during quantitative research projects. Moreover, to maximise societal impact, Happy Onlife resources can be easily **adopted** as they are all made available as open source under EUPL 1.1 – European Public license. Happy Onlife offers playful **empowerment** to children and adults.



Figure 2. Happy Onlife video screenshot - Phase 1



## 2.2.2 Phase 2 – Happy Onlife toolkit

In this section of the video we present the Happy Onlife family. The **toolkit** is available as a **paper toolbox** with some resources. A **board game** with challenge cards, power-cards, extra activity cards, a project booklet and emoticon stickers. Schools and educators can request a free copy of the box in English and Italian limited to available stock.

The digital version of Happy Onlife grants young citizens' wish. During several workshop arranged with schools, students suggested to transform the paper version into a digital one. Together with a **Web Game**<sup>4</sup>, Happy Onlife is now available as **App** (iOS, Android and Windows) downloadable for free in eight languages (EL, EN, ES, FR, IT, NL, PT, RO).

Moreover, it is possible to download, a print and cut out a **Do-It-Yourself** copy of the toolkit in English and Italian.

The word tags chosen for this phase are the following:

1. TOOLKIT
2. PAPER TOOLBOX
3. BOARD GAME
4. WEB GAME
5. APP GAME
6. DO-IT-YOURSELF



Figure 3. Happy Onlife video screenshot – Phase 2

<sup>4</sup> [https://web.jrc.ec.europa.eu/happyonlife/webgame\\_en.html](https://web.jrc.ec.europa.eu/happyonlife/webgame_en.html)

### 2.2.3 Phase 3 – Adoption and what’s next?

Happy Onlife opens research and resources to citizens. All published and released under **open-source** creative commons licenses, Happy Onlife material can be freely used and reused. They already have been!

Examples of Happy Onlife reuse by **Schools**, **Coderdojo** or **Minecraft** experts that can be of inspiration have been gathered into JRC reports and advertised online by their project creators. Everybody can **be inspired, can remix, can build upon** and **make his/her own Happy Onlife project**.

These are the word-tags chosen for the video section:

1. OPEN-SOURCE
2. SCHOOLS
3. CODERDOJO
4. REMIX
5. BUILD UPON
6. MINECRAFT
7. BE INSPIRED
8. MAKE YOUR HAPPY ONLIFE PROJECT!

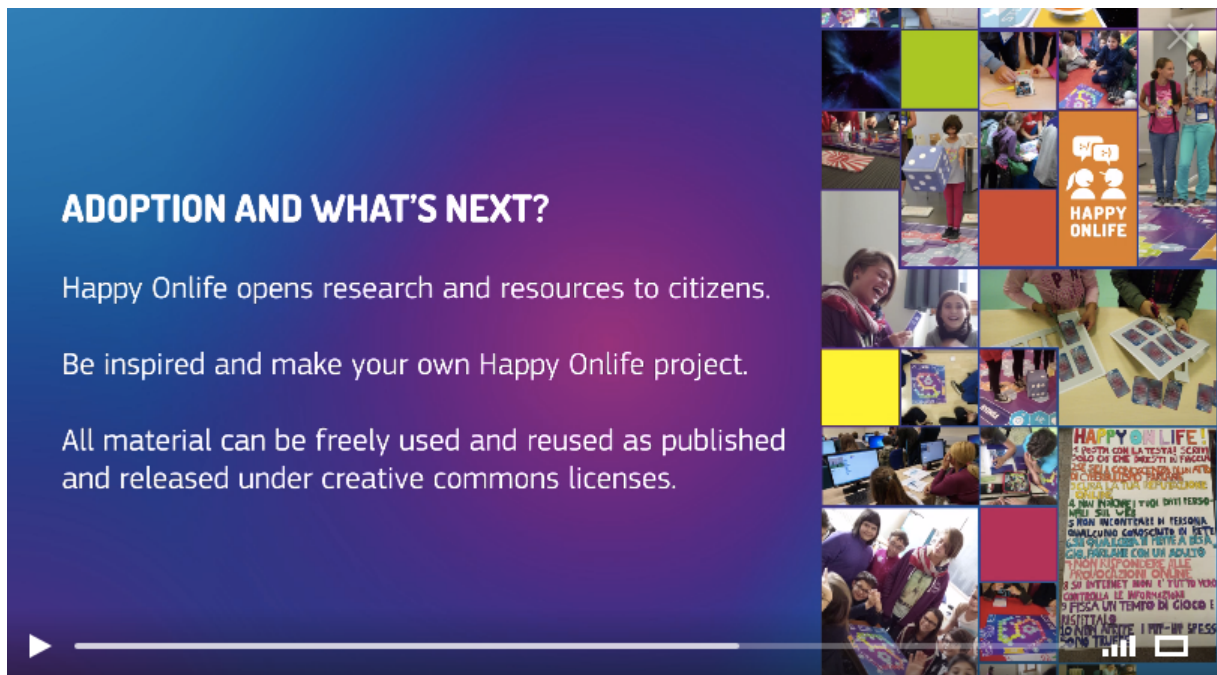


Figure 4. Happy Onlife video screenshot – Phase 3



Figure 5. Happy Onlife video screenshot – Mapping App downloads



Figure 6. Happy Onlife video screenshot – Be Inspired!

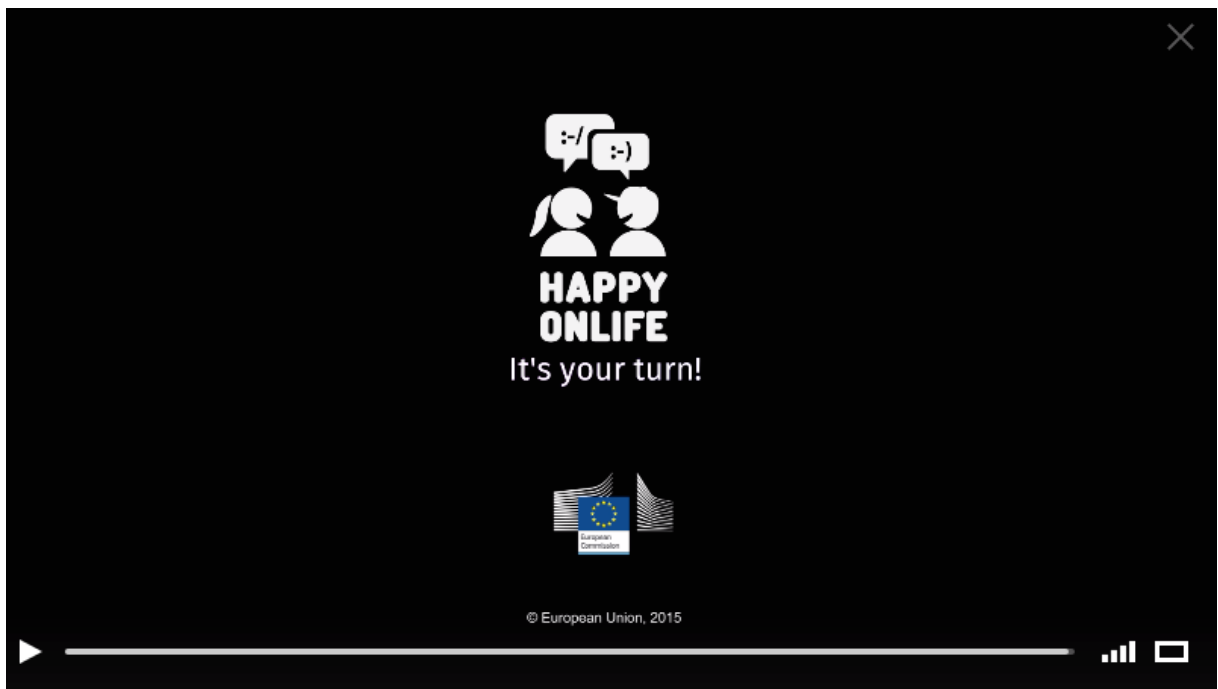


Figure 7. Happy Onlife video screenshot – It's your turn!

### 3 Facts and conclusion

Happy Onlife has been made of citizen's engagement in its entire life-cycle. **More than 2000 citizens<sup>5</sup>** among students, teachers and parents were involved in one or more steps of the Happy Onlife **development**:diagnostics of the needs, development, validation, assessment of Happy Onlife resources. During empirical interventions in primary and secondary schools, researchers gathered information, comparisons and insights on different topics of online self-disclosure and communication together with privacy and personal data protection strategies, social network users' privacy, risk awareness and consequences of online misconducts as cyber-bullying.

Since its release on August 2015, more than **1500 paper kits in Italian** were distributed in 16 Italian regions and more than **3100 worldwide installations** were downloaded from the mobile stores in **79 countries**. Around **1000 Happy Onlife boxes in English** were distributed during the Universal Exposition **Expo 2015** in Milan, the **Researchers Night in Bratislava** held in September 2017 for the "**JRC 60 years of science for society**" and to schools visiting the JRC Ispra site, Italy both during Open days and dedicated visits at the Visitor Centre. If we count that for every kit distributed, at least 6 players have played with Happy Onlife, we can say that **15.000** citizens have benefited from this resource. However, we know that the kit has reached more people as it is used as an off-the-shelve tool in schools and libraries. To these numbers, web version users and app users need to be added.

Non-commercial, societal entities showed interest in valorising current JRC Happy Onlife product for maturation, dissemination, wider community building and expanding the success of Happy Onlife at European level. Happy Onlife has also been chosen as principal teaching aid in the exploratory project "T.E.E.N. Bull" sponsored by the **Italian Safer Internet Centre** and **Ministry of Education**. Other interest actions in taking up Happy Onlife were raised by **Ministry of Education in Cyprus**, by regional **Swiss educational organisations and the EPA<sup>6</sup>** (European Parents Associations) representing more than 150 million parents across Europe. **Digital Champions** and **CoderDojo** networks, were collaborating with Happy Onlife researchers, especially during the 2015 Europe Code Week and supported dissemination of the Happy Onlife toolkit at Italian and European level.

In September 2016 Happy Onlife resources were translated and adapted for the **Portuguese context** by Patricia Dias and Rita Brito of the Research Centre for Communication and Culture, Catholic University of Portugal in collaboration with APAN (Portuguese Advertisers Association). APAN is an association whose purpose is to defend, safeguard and promote the interests of its members related to commercial communication.

The **Romanian translation and adaptation** of the digital game was done in August 2017 by Anca Velicu, Institute of Sociology at the Romanian Academy, Bucurest, and Monica Mitarca, Faculty of Political Science at 'Dimitrie Cantemir' Christian University, Bucharest.

The **Greek translation and adaptation** of Happy Onlife resources is by Anastasia Economou, Pedagogical Institute of Cyprus, Aphrodite Stephanou (Pedagogical Institute of Cyprus) and Ioannis

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<sup>5</sup> *This is by no means an exhaustive list but it gives an indication of projects taking place.*

European School of Varese (Primary and Secondary); Angera - Istituto Comprensivo Scuola Secondaria I° "L. Einaudi"; Arona - Istituto Culture e Lingue "Marcelline" - Scuola secondaria; Ferno - Scuola Primaria "Monsignor Bonetta"; Gavirate - Istituto Comprensivo Statale - Scuola Media "Carducci"; Gemonio - Istituto Comprensivo "E. Curti" - Scuola Primaria Statale; Ispra - Scuola Secondaria "Enrico Fermi"; Laveno - Scuola Media "G.B. Monteggia"; Milano - Istituto Comprensivo Statale "Bruno Munari"; Omegna - Istituto Comprensivo "F. M. Beltrami" (Verbania); Tradate - Istituto Comprensivo "Galilei"; Varese - "Scuola Europea di Varese" Scuola Primaria e Secondaria; Scuola Media Ungaretti - Sesto Calende; Istituto Ungaretti Melzo; Istituto Manfredini, Varese; CoderDojo Foundation Ireland; CoderDojo Torino2, CoderDojo Etneo; CoderDojo Pavi; CoderDojo Allumiere; CoderDojo Quartu; CoderDojo Salerno; Istituto Comprensivo Statale "Tiziano Terzani, Abbiate Grasso (MI); Scoală Generala Numărul 5, București; Scoală Generala Numărul 95, București; Scoală Gimnaziala Uruguay, București; DoReMi Escolar Lisboa; School Filipa Lencastre, Lisboa; Escola Carlos Gargaté, Lisboa.

<sup>6</sup> <http://euparents.eu/>

Lefkos (5th Primary School of Kalamaria - Thessaloniki and Aristotle University of Thessaloniki). This work was carried out in October 2017.

Happy Onlife has been considered by Georgian Media and Communications department and Media Literacy and Development by Mrs Martina Chapman working for **Media Literacy Strategy in Georgia** taking care of mapping media literacy practices and actions in EU-28.

Mayor of Sofia asked to present a dedicated **Happy Onlife** project in the frame of the **'Vision 2030 Sofia' initiative** and as well as in the ENGAGE project involving civil society and policy making into the future of Sofia.

Happy Onlife has been chosen as **"hero"** of the project **EU PROTECTS**<sup>7</sup> with other heroes from the **Safer Internet Centre in Malta**, another Maltese authority that runs safer internet training courses for parents and then **one of the EU coordinators of the safer internet centres**.

Happy Onlife inspired **creative projects** such as game-questions translation in **Friuli Venezia Giulia language** and the participation to a competition<sup>8</sup>. Happy Onlife **jumbo carpet** was used to contrast game addiction during a campaign held in Milan. **Minecraft educator**, Marco Vigellini, built with children an anti-bullying schools in Minecraft world, where Minecraft characters could play making reference to topics treated in Happy Onlife game-questions.

The **Commissioner for Freedom of Information and Protection of Personal Data in Tirana, Albania**, arranged informal educational sessions in Albanian schools using the English version of Happy Onlife box.

Happy Onlife opens research and resources to citizens in Europe and beyond. All published and released under **creative commons licenses**, Happy Onlife material can be freely used and reused. The Happy Onlife software was released under **open-source EUPL**<sup>9</sup> licence by a Commission Decision during the Safer Internet day 2017. This step reinforces the participatory dimension towards more active awareness raising, education and community building campaigns and educational strategies. This initiative has already shown positive impact with the translation of Happy Onlife in Portuguese and Romanian languages, in addition to the submission of new Happy Onlife quiz questions.

The team is also finalising a new quantitative research aiming at corroborating previous research results, thus confirming the validity of Happy Onlife resources as learning tools for digital competences. We evaluated the risk propensity in children using quantitative measures such as questionnaires, an implicit and an objective measure Implicit Association Test (IAT)<sup>10</sup> and investigated the role of personality factors, sensation seeking and emotion regulation on the implicit risk attitudes.

In 2016 JRC.E3 Cyber & Digital Citizens' Security Unit submitted the **Proof of Concept (PoC)** proposal "Do-It-Together HOL game-based learning". This PoC was endorsed and the Unit received institutional funds by the 'Technology Transfer Office' of the JRC Work program. The objective of this proposal is to perform transfer & maturation of current JRC.

JRC E3 Unit keeps receiving daily requests for toolkit dissemination and educational support from schools and informal educators. Next steps foresee new content validation and implementation to develop **Happy Onlife 2.0**. In the frame of the Proof of Concept "Do-It-Together HOL game-based learning" new quiz questions were produced by Portuguese, Romanian and Italian partners. As it happened for the first version, the **involvement of citizens** has been planned for the development and validation of new Happy Onlife quiz questions.

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<sup>7</sup> [https://europa.eu/euprotects/content/homepage\\_en](https://europa.eu/euprotects/content/homepage_en)

<sup>8</sup> <https://zucsinteret.jimdo.com/i-nestris-z%C3%BBcs/ricercjis/happy-on-life/>

<sup>9</sup> EUPL stands for European Public Licence.

<sup>10</sup> <https://implicit.harvard.edu/implicit/>

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## **List of abbreviations and definitions**

FR French language

EL Greek language

EN English language

ES Spanish language

EUPL European Union Public License

IT Italian language

JRC Joint Research Centre

NL Dutch language

PT Portuguese language

RO Romanian language

## Annexes

Annex 1. Invitation letter to the Citizens Engagement Festival on 23-24 October, 2018 at the Joint Research Centre (JRC) at the Ispra site.

Dear colleagues,

We are writing to invite you to our upcoming **Citizens Engagement Festival on 23-24 October, 2018** at the Joint Research Centre (JRC) at the Ispra site.

The festival will be the official launch event of the JRC [Community of Practice \(CoP\) on Citizen Engagement](#) by DDG Charlina Vitcheva.

The festival is developed within the transversal initiative that aims at fostering citizen engagement at the European Commission, and is organised through the ENGAGE Project. This project explores how citizen engagement enhances and shapes knowledge production and circulation within the policy cycle through developing, prototyping and deploying a series of methodologies, tools, services, and guidance to strengthen the capacity of the JRC and ultimately to support the EC in its engagement with its various publics.

A key element of the ENGAGE project is the implementation of the Community of Practice (CoP) on Citizen Engagement at the JRC, which currently comprises JRC colleagues and will eventually extend to other EC services and networks outside European institutions. This upcoming **Citizens Engagement Festival** therefore is a chance to not only establish the CoP with you, but also provides the opportunity for us to work together to plan, consolidate and broaden the scope of the CoP as it grows. The two-day festival encompasses a range of activities aimed at the effective development of the CoP – including show-casing citizen engagement projects, networking among colleagues, capacity building, as well as collaboratively mapping, planning and taking concrete steps towards achieving the shared objectives of the CoP.

**We warmly welcome you to attend this upcoming event to attend the launch and, importantly, to actively participate in shaping the future CoP.**

**Please register [here: https://web.jrc.ec.europa.eu/rem/#m116255](https://web.jrc.ec.europa.eu/rem/#m116255) and find further information about the CoP activities and event preparation below.**

Yours sincerely,

Ângela

### **Information about the Engage Project and the CoP:**

- [Information about the Engage Project](#)
- [JRC Community of Practice on Citizen Engagement](#)
- [Report on the introductory June 26, 2018 workshop: “A day to engage”](#) (also attached to this email)
- [An overview of the June 2018 engage workshop](#)

### **Goals of the October 23-24 festival event:**

Specifically, the event aims to:

- Strengthen and broaden the understanding of the role of citizen engagement across the Commission to support all phases of the policy cycle;

- Contribute to capacity building and provide dedicated seminars and hands-on experience with citizen engagement tools and methodologies carried out within the JRC and beyond;
- Address cross-cutting challenges and methodological issues;
- Enrich the mapping carried out so far and deepen the understanding of ongoing citizen engagement activities at the JRC and beyond;
- Clarify the expectations of citizens with regards to institutionalised opportunities for citizen engagement, namely by identifying new engagement needs and opportunities;
- Develop a programme of immediate collaborative initiatives, steps and events led by different members of the Community of Practice to deliver joint outputs and deliverables.

### **Festival participant Inputs:**

To ensure that we capitalise our time most effectively during the festival and for the preparation of the activities, we will require some participant inputs from you *before* and *during* the event.

- 1) A core element of the festival will be an informative and interactive **exhibition** to showcase of the diverse citizen engagement projects at the JRC. For this, we will need the following inputs from you:
  - a. A 3 minute video (specifications attached) of your selected projects of engagement, which will be on display during the festival on iPads and later made available on the CoP Connected page. The deadline for this video is **11/10/2018**. Please contact [Paulo.Rosa@ec.europa.eu](mailto:Paulo.Rosa@ec.europa.eu) and [Tessa.Dunlop@ec.europa.eu](mailto:Tessa.Dunlop@ec.europa.eu) for more information.
  - b. Your availability to assist in presenting and sharing the details of your project during the exhibition at lunch time (most likely between 12.30-14.30) on both days.
  - c. Send us ideas for interactive activities that you could undertake during the festival using the tools you developed for citizen engagement, *e.g. if you have an app that is used in citizen science projects, please think about a small demo with such app to show other attendees.*
- 2) We would like to have a **Terms of Reference** agreed upon before the event begins. Please read the draft attached and send any comments you may have to [Angela.Pereira@ec.europa.eu](mailto:Angela.Pereira@ec.europa.eu) no later than **01/10/2018**.
- 3) Finally, upon confirmation of your participation, we will send you some additional materials to collect information that we will use to inform the CoP and support our festival mapping and planning activities. These include prompts to gather specific details of our JRC citizen engagement activities, your opinion on where future needs may exist for citizen engagement as well as what concrete contributions you can you make to the development of the Community of Practice.

### **Remote participation:**

Although we encourage attendees to be physically present at the festival, it will be possible to join remotely. Please let us know if this is the case and we will endeavour to include you in as many events as possible.

**Objective:**

The main objective of each video installation is to communicate in a clear and engaging way the methodology and main outcomes of the each citizen engagement activity implemented. The video should have the maximum duration of three minutes and address the following questions:

Why was the citizen engagement done?

What were the biggest challenges?

How did it improve the overall work?

**Target Audience:**

The video is to be on display during the two days of the festival. Following the festival, it is foreseen to post the various videos in the *CONNECTED* page of the *Community of Practice on Citizen Engagement*. Hence, the videos ideally should be target to the peer-community but in manner that can be also viewed by a broader group of people.

**Style:**

There are no restrictions regarding the style of the video provided that the three questions enumerate above are addressed and the duration time respected. We want to encourage out-of-the-box thinking and diversity so please feel free to utilize the medium to make the video fun, simple and appealing (e.g. by telling a simple story in an unusual way rather than filming a person reading a long formal script with complicated jargon). For example, the video can be done by means of a recorded intervention, a digital whiteboard, a stop motion animation, animated graphics, drawings on paper, or a combination of the above, among other creative processes that exist. Furthermore, sequences of interesting technologies or 'active' shots of your engagement activities are an effective way to connect with the viewer so if you already have video of your activities in the field, we recommend that you think about including it.

The video can be filmed using any type of recording device, from professional video cameras to smartphone, providing that the quality is acceptable. Ensuring sound and light levels are adequate make a big difference to the video quality. Use a microphone if it is available for dialogue/interviews (check levels with headphones while recording) and consider use of best available light (outside in the sun is preferable to dark rooms if you don't have access to a good artificial light).

**Technical Specifications:**

The video should begin with the title of the project, contact name(s), and the year in which it was created. The table below provides some additional requirements or recommendations:

Maximum duration	3 minutes
Recommended dimensions	1920×1080 (Full HD) 1280 x 720 (HD Ready)
Aspect ratio	16:9
Maximum file size	4GB
Recommended file formats	.MOV .MP4 .AVI
Recommended framerate	60 FPS

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